

From: "Colacurcio, Joe" <Joe.Colacurcio@nielsen.com>

Sent: 9/29/2009 8:14 AM.

To: [-] "Allison Takahashi" <allison_takahashi@toyota.com>; "Amy K Taylor" <amy_k_taylor@toyota.com>; "Art Garner" <agarner@golinharris.com>; "Atsuko Daly" <Adaly@tma.toyota.com>; "Barbara McDaniel" <barbara.mcdaniel@tema.toyota.com>; "Bill Kwong" <bill_kwong@toyota.com>; "Bill Reinert" <bill_reinert@toyota.com>; "Brian Lyons" <brian_lyons@toyota.com>; "Brin Wall" <brin_wall@toyota.com>; "C Highland" <chighland@tma.toyota.com>; "Chad Harp" <chad_harp@toyota.com>; "Charley Roberts" <charley_roberts@toyota.com>; "Cindy Knight" <cindy_knight@toyota.com>; "Connie Lee" <connie_lee@toyota.com>; "Craig Erickson" <craig_erickson@toyota.com>; "Dan Miller" <dan_miller@toyota.com>; "Denise Morrissey" <denise_morrissey@toyota.com>; "Doug Coleman" <douglas_coleman@toyota.com>; "E J Garner" <ej_garner@toyota.com>; "Erica Gartsbeyn" <erica_gartsbeyn@toyota.com>; "Florence Drakton" <florence_drakton@toyota.com>; "George Morino" <george_morino@toyota.com>; "Greg Brummer" <greg.brummer@gmail.com>; "Greg Thome" <greg_thome@toyota.com>; "Irv Miller" <irv_miller@toyota.com>; "Jana Hartline" <jana_hartline@toyota.com>; "Jennifer Chung" <jennifer_chung@toyota.com>; "Jim Wiseman" <jim.wiseman@tema.toyota.com>; "Joe Tetherow" <joe_tetherow@toyota.com>; "John Hanson" <john_hanson@toyota.com>; "Julie Alfonso" <julie_alfonso@toyota.com>; "Latondra Newton" <Latondra_Newton@tma.toyota.com>; "M Sleilati" <msleilati@tma.toyota.com>; "Mark Simmons" <Mark_F_Simmons@Toyota.com>; "Martha Voss" <martha_voss@toyota.com>; "Mary Dardarian" <mdardarian@tma.toyota.com>; "Mary Nickerson" <mary_nickerson@toyota.com>; "Matthew Plasch" <matthew_plasch@toyota.com>; "Michael Kroll" <michael_kroll@toyota.com>; "Michael Rouse" <michael_rouse@toyota.com>; "Mike Goss" <mike.goss@tema.toyota.com>; "Mike Michels" <mike_michels@toyota.com>; "Ming-Jou Chen" <ming-jou_chen@toyota.com>; "Nancy Banks" <nancy.banks@tema.toyota.com>; "Nancy Hubbell" <nancy_hubbell@toyota.com>; "Nancy Poderycki" <npoderycki@tma.toyota.com>; "Ron Kirkpatrick" <ron_kirkpatrick@toyota.com>; "Ryo Sakai" <ryo_sakai@toyota.com>; "S Curtis" <scurtis@tma.toyota.com>; "Sacha Terrill" <sacha_terrill@toyota.com>; "Sam Butto" <sam_butto@toyota.com>; "Scott DeYager" <scott_deyager@toyota.com>; "Sona Iliffe-Moon" <sona_iliffe-moon@toyota.com>; "Stephanie Arvin" <Stephanie.arvin@tema.toyota.com>; "Susan Pack" <susan_pack@toyota.com>; "Victor Vanov" <victor.vanov@tema.toyota.com>; "Zoe Zeigler" <zoe_zeigler@toyota.com>.

Cc: [-] "Stephenson, Bill" <Bill.Stephenson@nielsen.com>; "Enzweiler, Julie" <Julie.Enzweiler@nielsen.com>; "Primrose, Jon" <Jon.Primrose@nielsen.com>; "Meixner, Kevin" <Kevin.Meixner@nielsen.com>

Bcc: [-]

Subject: Toyota Corporate Communications Key Online Topics Recap - September 28, 2009.

Hello,

Attached, please find the latest Toyota Corporate Communications Key Online Topics Recap, covering the two weeks of online consumer-generated content through September 28, 2009. On the second slide, you'll find content prepared by analyst Greg Brummerto show drivers of Toyotamentions on Twitter.com during the same time period.

The past two weeks have been moderate-to-robust in overall volumes of online Toyota-brand related buzz, depending on topic. Details within.

Included in this issuance of the Key Online Buzz Topics Recap are updates or new consumer-generated media top-lines regarding three recent Toyotabrand-related topics:

2010 Toyota4Runner Official Debut

Online consumers react to news that Toyota/NUMMI requests CA money for employee training

News that Toyotaorders dealership inspection of floor mats in wake of fatal Lexus ES 350 crash spurs additional online buzz

Regards-

Joe Colacurcio
Senior Analyst, Automotive
Nielsen BuzzMetrics
The Nielsen Company
859.905.4936
<http://www.nielsen.com/>